

Murray Arts Advisory Board
Minutes for April 21, 2009

Attendance: Kathleen Sorenson, Elaine Judd, Mildred Horton, Sharon Whitney, Jared Shaver, Mary Black,
Galen Campbell, Mary Ann Kirk (staff)
Excused: Judy Baxendale, John Madsen

1. Minutes for March 17, 2009 were approved.
2. Upcoming events were reviewed. Musicals involved 563 elementary students and 81 junior high students. Liberty was the lowest at 40 but that was really good for them. Grant had 150 kids involved which was the highest. Most had about 50 students. Mary Ann said the sound was the biggest problem. Galen rented his sound system to a few groups but they needed to provide the staffing. Most of them didn't have people who knew how to run a sound system properly. Riverview actually blew out their speakers because the volunteers didn't know how to operate the sound. Galen noted school kids don't know how to use the cordless mics. The suggestion was made to use trained staff from the amphitheater. Mary Ann noted the amphitheater staff is made up of high school kids who are busy during this time and really don't have that much experience. They are directed by 1-2 staff who do have the proper experience and we don't have the funding to pay them. But next time maybe we could try to find a few kids who are willing and know what they are doing. Elaine suggested a training program. Mary Ann said that these kids are already trained in tech classes at Murray High and they want to be paid.
3. Summer advertising strategies include KDYL sponsorship of the first concert. Danny Kramer will be giving 200 tickets away on air and then have a drawing at the concert for future shows. We have invited businesses to give out some comp tickets to employees and clients. We are also doing trades with a new radio station geared to women ages 25-40. Art Tix was discussed. Mary Ann explained it was too expensive for the amount of tickets we sell. Galen said they have an email base. Mary Ann said we are doing email blasts to a very large list. Galen asked if they can buy on line. Mary Ann said no. Galen felt that was the reason for an email blast. It will list the schedule with a link to our site that shows where to get the tickets.
4. The county has added the amphitheater to the recommended cultural facilities master list. Several other city amphitheaters are also on the list. They have recommended \$2-\$5 million. The figure represents an idea to build a rehearsal facility as part of the amphitheater. Elaine asked what it means if it is added to the list. Mary Ann said it is part of 17 recommended facilities which could have a higher priority if we submit a request for the process review. Jared said timing is a key factor. The county will have a certain amount of money each year. Mary Ann said it would not be hard to document how much the amphitheater impacts the county.

The City is still working on the downtown master plan with a performing arts center as a key component of it. We are still out several years. Elaine noted that it seemed to be speculative. Mary Ann said it is still very much in a master planning stage. Mary Ann said she discussed the new junior high building again with Mr. Tranter. She wanted to keep the doors open with the school district in case our needs are not met with a county facility. Mr. Tranter said they are about five years out. We should know if the performing arts center is going to happen in plenty of time if we need to work with the school district. In any case, we need to make sure the community ed dance program is taken care of by the new junior high facility if possible and the facility is built to properly meet the needs of the arts community whether we have a regional center or not.

The board discussed what their role should be as we move the performing arts center forward. Mary Ann said Doug Hill felt comfortable with the board inviting other community art groups to discuss their interest and needs in a regional facility. We could discuss if they are interested in helping raise funds or want to work out a fee to rent the facility for performances. Board members acknowledged it was obvious that the

consultants had not really looked at the needs we had submitted for this facility. Mary Ann will work with the consultants to make sure the design reflects the needs of our community. She didn't like the studio space. Unless the county can provide actual artists who need this space and are willing to lease it, we don't really need it with Day Murray Music right down the street. Jared thought a room that can be divided is more useful. Elaine expressed concern about some of the comments made about maintenance and operation costs. Mary Ann said that sometimes they try to relate this facility to a rec center with a pool. Pools have major maintenance costs. Elaine was worried about the utilities and the glass in the design. Mildred noted that the new high school has a lot of glass but is designed to save energy. Mary Ann didn't want to get hung up on the look. She was more worried about the floor plan at this point. Another question was raised if a new city hall and the performing arts center was too much for the community. Mary Ann will begin to invite other community art groups this coming summer. It is important that the county realizes that we are trying to involve others as a regional facility. We want to dispel the myth that we would take the facility over and not let others use it.

5. Mary Ann reported that the school district is writing a NEA grant to help reduce the amount we both need to provide for the music specialists. For the ZAP grant, we have tried to prorate what we actually spend for amphitheater maintenance, office staff and supplies, office space and equipment, and mailing. This will increase what we are eligible for and hopefully raise us back up near \$75,000 a year. Our budget hopefully will remain the same for next year.
6. The SHARP survey wording was reviewed in respect to prosocial awards to encourage positive behavior. Many thought that the school was considered their "community". If we gave out tickets as a reward, would the kids directly relate it to the community. The survey wording defines their "neighborhood" as the community. How do we impact the neighborhood? The PTA or church groups are already doing things in the geographical neighborhood areas. Jared felt that some areas lacked a "neighborhood" feel. Mildred said the schools did a traveling reading program in low income areas but it was very time intensive for the volunteers. Elaine thought this idea would encourage kids to participate. Jared said this is creation, not recognition. How do we recognize the kids who don't normally get recognition. Elaine wondered if we could do a little profile on kids in the neighborhood. Kathleen suggested we create a corner in the Murray Journal to highlight the kids. Jared said the big question is the process - who and how to select these kids. We could offer free tickets if an adult catches a kid doing something good in a neighborhood. Perhaps a flyer could go out through the schools. Kathleen said it is hard to encourage people to find an at-risk child doing something good. It could create labels. Could this be done privately in the school setting. Jared suggested we focus on the younger ages K-3. Maybe a residency program could be offered in the lower grades to involve all the students.

Galen felt there are many organizations already organized that try to provide activities and recognition. Jared felt that some kids fall through the cracks. After much discussion, the question returned to what is within the ability of the board to offer and something that we can or should address. Many felt the opportunities for participation were useful and we are already doing that with activities like the after school musicals. Galen felt we should find students who need to be involved and invite them. Don't hold auditions. Just give assignments. Board members liked this idea. But there are some realities working with at-risk kids and trying to be flexible. There are some legal issues that tie our hands at times. Galen said this takes a lot of effort to do this and felt we should continue to focus our activities on at-risk kids.

7. Mildred asked if there were any things we want to encourage in the library. She has been asked to be on their strategic planning committee. Mary Ann thought we could communicate better about the programming the library has that is related to the arts and include in our newsletters. Recitals and art shows would be good to encourage.